

Frequently Asked Questions

Course Title: Market Research

Course #: 1089

Duration: 1 Day

Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

1. What business or organizational need does this course address?

Understand the relevant market research industry practices, commercial solutions, and potential services that meet organizational requirements to make the best choices for your agency. You will learn and apply the basic principles, tools, and methods for performing market research—from defining the term, to gathering information, to documenting results. A special focus is given to commercial versus developmental products and locating small business sources.

2. Who should attend?

This course is designed for contracting or requirements personnel involved in developing requirements and acquisition planning.

3. What will I learn how to do in this course?

- Explain the purpose, characteristics, and benefits of market research
- Discuss the Federal Acquisition Regulation (FAR) requirements related to market research
- Identify the sources of market information
- Describe the various methods of conducting market research
- Interpret and analyze the results of market research
- Document the results of market research

4. What kinds of activities are included in this course?

Lecture, discussion, and practical exercises

5. Are there prerequisites for this course?

There are no prerequisites for this course.

6. Do I have to complete any prework for the course?

Frequently Asked Questions

There is no prework required for this course.

7. Is this course applicable toward a professional certification?

No, this course is not applicable toward a professional certification. However, many Management Concepts courses do prepare you for professional certification programs. Click [here](#) to see a full list of professional certification programs that are supported by Management Concepts training courses.

8. Does this course count for credit toward a Management Concepts Certificate Program?

No, this course is not applicable toward a Management Concepts Certificate Program. However, many Management Concepts courses do count for credit toward a Management Concepts Certificate Program. Click [here](#) to see a full list of Management Concepts Certificate Programs.

9. What credits do I earn by completing this course?

The following credits are available for this course:

NASBA CPEs: 8

NASBA Field of Study: Finance

NASBA Level: Basic

CEUs: 0.6

PDU: 7

CLPs: 8

10. What course(s) do you recommend after I complete this course?

- [Statement of Work \(SOW\) Workshop](#)
- [Writing Performance Work Statements](#)
- [Simplified Acquisition Procedures](#)
- [Performance-Based Service Acquisition](#)

11. What are Additional Features?

Most courses and training solutions have **Additional Features** designed to help every learner master and retain the concepts explored in the course. You can see which Additional Features are added to this course on the course page under the **Learning Objectives & Additional Features** tab – and for a more detailed exploration of our Additional Features, you can visit [this web page](#).